



Tobacco Tid-bits

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Southwest Washington Health District

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I-773 Passes

Washington now has the highest cigarette tax in the nation. When voters passed Initiative 773 on November 6, they approved a 60 cent per pack rate hike that will expand the state's Basic Health Plan and fund tobacco prevention programs. This is how the revenue will be spent:

- \$10 million will be allocated by the legislature to fund programs that effectively improve the health of low-income individuals and families, based on Department of Health recommendations;
- About 90% of the remaining new funds will go to fund Washington state's Basic Health Plan;
- About 10% will go toward education and other ways to reduce tobacco use among young people;
- One percent of the revenue will go toward identification and prevention of other illnesses that disproportionately affect low-income people.

The average price for a pack of cigarettes will now be \$1.42, or a little over \$14 a carton.

Other Health Victories

Public health scored victories on all November 6 ballot initiatives involving tobacco across the country. Washington state voters approved I-773 by a 65%-35% margin. In Duluth, MN, voters rejected a ballot initiative to repeal the city's smokefree ordinance by a 60% - 40% margin. Duluth voters also approved amendments to strengthen the smokefree ordinance. And in Montrose, CO, voters rejected a ballot initiative to repeal the city's smokefree ordinance.

Phillip Morris to Change Name

What do you think of when you hear the name Philip Morris? Most people think tobacco, but Philip Morris says they want to change that perception with a new name, Altria Group (pronounced AL-Tree-Uh). The new name would better reflect their growth into a company that makes and sells products including Nabisco cookies, Miller beer and Kraft foods, according to *Chairman and Chief Executive Geoffrey Bible*. *The Campaign for Tobacco Free Kids* sees it differently. "This is a desperate and cynical act by a company that realizes its massive public relations campaign to convince the public that it has changed has been a total failure." PM shareholders make the final decision in April of 2002.

Smokeout a Success

The 25th Annual Great American Smokeout was a great success this year. A photograph of the *Tobacco Terminator* crushing cigarettes from tobacco stings was very visually compelling on the front page of the Oregonian newspaper's Metro section the day of the Smokeout. It also helped spread the word about a day packed with tobacco-free events. You may have well called it Smokeout *month* because smoke-free activities began happening before November 15. On November 2, Skamania Events and Recreation hosted the *Unfiltered* Dance. Over 100 kids attended. They danced all night, enjoyed segments of the *Unfiltered* video shown throughout the night and the anti-tobacco prizes and posters. The day before the Smokeout the Tobacco Free Coalition of Clark County honored SMITTY'S RESTAURANT

in Camas, THAI LITTLE HOME and CHRISTINE'S restaurants in Vancouver for making their businesses smoke-free. VANCOUVER FORD/HYUNDAI and VANCOUVER TOYOTA were also recognized for giving customers litter bags containing information on the dangers of smoking and secondhand smoke. On the day of the Smokeout JOLLIES RESTAURANT AND LOUNGE in Ridgefield went smoke-free for the day. Close to 100 youth rallied on the steps of Vancouver City Hall with Mayor Royce Pollard. Mayor Pollard proclaimed the city of Vancouver smoke-free for the day. They lit 63 candles in remembrance of victims who died from tobacco causes and three students gave speeches. The Clark County YMCA erected 63 tombstones on their front yard representing the 7,800 Washington residents who die each year from tobacco causes. They also handed out about 45 quit kits and Mr Ciggy Buttz along with local youth waived signs and encouraged people to participate in the event. Battle Ground Students handed out posters they designed themselves to local businesses. Vancouver and Evergreen district high schools wore hospital ID bracelets with the names of loved ones lost to or ill because of tobacco. Stevenson High School put up 50 tombstones on the courthouse lawn representing those lost to tobacco and the Skamania County Commissioners passed a resolution (**need resolution info from James**) that was read out loud the Undersherif (**where was it read??**) (**anything I missed?**)



Tobacco Companies in Schools

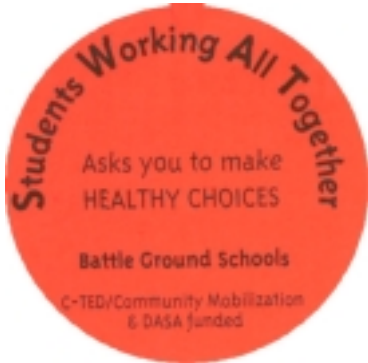
Tobacco companies don't belong in schools and the Department of Human Services-Health Services (DHS) has put out a school ALERT regarding tobacco industry materials resurfacing in schools. The materials are being sent to health teachers, counselors, PTA, vice principals and office-support staff. Be on the lookout for the following from RJ Reynolds:

- Right Decisions, Right Now curriculum with posters and three slick new parent guidance booklets in magazine-type format (Assets and Resiliency, Helping Your Child Say No, and Helping Your Child Say No for parents who use tobacco).

You are encouraged to gather up the rejected materials and return or recycle them, alert your staff and DHS. Check with the ESD 112's Paul Davis, 750.7500 x303, for prevention materials for staff, students and parents that are research based. According to STAT (Stop Teenage Addiction to Tobacco) "Tobacco companies assume that nonprofits are desperately in need of money and will ignore that the "gift" comes from the deadliest drug cartel in the world. They are hoping people will only notice the good deeds they do and forget how they are harming the very population you want to help."

Ideas for Youth

Now that school is back in session tobacco prevention youth groups are most likely planning their activities for the year. Here is a project that local youth found successful last year that may spark some ideas. Have you seen the green Mr. Yuk stickers that parents put on poisonous household products to keep kids away? Well the Battle Ground High School SWAT (Students Working All Together) Team used the same concept to alert kids and parents to avoid tobacco ads. SWAT t-shirts the three teams. "They medical offices and themselves", said Battle Ground High and S W A T "They went though and placed the stickers on all the replaced the neatly, thanked and left." They also magazines that are free of tobacco ads at every office they visited. Everywhere they went the response was warm and welcoming. Some offices even used their Polaroids to take pictures of the SWAT kids. Funding from the project came from a CTED/Community Mobilization and DASA grant through the Department of Community Services. The 500 stickers cost under \$70 from Image Trends of Vancouver. For more info contact Glynda Hamilton at: hamilton.glynda@bghs.wa.gov.



and parents to Dressed in their students broke in quietly entered introduced Glynda Hamilton School Educator Coordinator. all the magazines bright florescent tobacco ads, m a g a z i n e s the receptionist left a list of

Keep Tobacco Ads out of Medical Offices

You can find a list of magazines that don't contain tobacco advertising at: www.tobacco.org/misc/tob_ad_mags.html. You can also help by signing an endorsement for the group HEALTH CARE SETTINGS, AND PERIODICALS, WITHOUT TOBACCO ADS. They are asking you to answer four questions online at: www.medchi.org/grants/tobaccoads/main.asp as part of a joint collaboration between the Campaign for Tobacco Free Kids and the Maryland State Medical Society to convince publishers to stop accepting tobacco advertising. Tobacco promotional messages in magazines are commonplace in health care settings where they undermine cessation and prevention efforts and "normalize tobacco use, as intended. They need official support from all citizens, not just health care professionals. Log on for more information.

Local Teen Hits Big Screen in Smoke Free ads

A local teen celebrity's face is appearing on the big screen at a theater near you. Puyallup two-time Olympic Gold Medalist Megan Quann, age 17, is joining the American Lung Association of Washington and Seattle and King Public Health in promoting a smoke-free message aimed at teens. The full movie screen ad portrays Megan near a pool, wearing her gold medals and reads "My Dream, My Victory, My Future. I choose to be smoke-free!" It is appearing in all Clark County Regal Theaters from November 16–December 28.

Phone Survey

The Health District will be able to learn more about risk factors in our community when the BEHAVIORAL RISK FACTOR SURVEY begins in January. For the first time the survey will include questions about secondhand smoke exposure at work and home and about smoking policies in the workplace. The data collected is used to learn how local residents compare with state and national figures, and how close we are to Healthy People 2010 goals. "We use data to track health behaviors and help us target where are public health efforts need to go," said Theresa Cross, District Health Educator. The survey goes all year.



November/December Calendar of Events

- Nov. 27** MEDIA, MINORS AND MANIPULATION training, ESD 112 - 9AM-Noon. Reservations: Kristi Gerlack 750.7500
- Nov. 28** Media Literacy Training at the Fort Vancouver Library, 10-4. This training is for adults. No cost. Contact James Kisse 397-8214.
- Dec 18** Cessation Task Force meeting. Southwest Washington Medical Center Memorial Campus, 100 E 33rd Ave, Vancouver, library, 2:30- 4 PM. Contact Pam Johnston 360.750.7500 x133

Please let us know if you have a tobacco related event you would like posted here.